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# CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

29 July 1995

**MCA proposes to make carbaryl POM**

**Methadone addicts now at record levels**

**Scots wrap up '93-94 remuneration deal**

**Be patient with arrival of patient packs ...**



**Mr Whitecoat's time management tips**

**SB's new drugs to cure Tagamet ills?**

**Blenkinsopp leaves CPPE for Keele**



CROOKES Healthcare

**New Mycil Gold Clotrimazole.**  
**For use on all seven feet.**



Now there's a Mycil that can be used on every foot of your body. Mycil Gold Clotrimazole is an antifungal cream for persistent cases of athlete's foot as well as a broad range of other fungal infections.

At £2.99 for a 20g tube, it's what your customers have been itching for.

CLOTRIMAZOLE 1% ANTIFUNGAL CREAM (CONTAINING 1% CLOTRIMAZOLE) - USE: BROAD SPECTRUM ANTIFUNGAL CREAM FOR THE TREATMENT OF ATHLETE'S FOOT AND OTHER FUNGAL INFECTIONS SUCH AS DERMATITIS, INTERTRIGO, FUNGAL NAIL, RASH AND RINGWORM. CONTRA INDICATIONS: HYPERSENSITIVITY TO ANY OF THE INGREDIENTS. PRECAUTIONS: DO NOT USE IN OR NEAR EYES. NOT RECOMMENDED FOR USE IN PREGNANCY AND LACTATION. DOSAGE: APPLY TO THE AFFECTED AREA THINLY AND EVENLY 2-3 TIMES DAILY. SIDE EFFECTS: RARELY MILD TRANSIENT BURNING OR IRRITATION AFTER APPLYING THE CREAM. PACKAGING QUANTITIES: 10G TUBE (P) RSP £2.99 PL 10421/0004. LICENCE HOLDER: CUSUMAT LTD, HASLEMERE, SURREY. GUST HIL MANUFACTURED BY: LALANAR HEALTHCARE LTD, ALTON, HANTS. CURE 200.



Functional. Utilitarian. Protective. Unexciting.

At best these are the words people would use to sum up how they see condoms.

Which is not surprising really. Most advertising has presented the use of condoms in purely negative terms.

But the evidence is that this isn't working.

The use of condoms still meets with worrying levels of resistance.

We feel it's time for condoms to be presented in a more favourable light.

## **IT'LL ONLY TAKE YOU A MONTH TO SEE WHY THE CONDOM AT THE BOTTOM OF THE PAGE IS COMPLETELY DIFFERENT TO THE CONDOM AT THE TOP OF THE PAGE.**

Fun. Enjoyable. Imaginative. Loving.

These are the words most people would use to describe their love life.

We think that if these words were used to describe condoms as well, a lot of that resistance could be overcome.

And when our new advertising and promotional campaign starts in August we're confident that's exactly what will start to happen.

It may seem somewhat radical.

It may startle you at first.

But if it starts to change the way people see condoms, we're sure you'll see the point.



Increasingly, professions are being required to tell their clients the truth, the whole truth, and nothing but the truth. Patients of doctors, and of other primary care health professionals, are coming to expect nothing less. While some may prefer their health professional to be a little economical with the truth – if not with them, then with their kith and kin – the fashion is for total transparency. Taboo diseases are losing their stigma of silence.

The move to patient packs for dispensed medicines, with their full-frontal patient information leaflet, are symptomatic of this trend (see p146). Some GPs dread PILs getting into the hands of patients, because of their ability to confuse the uninitiated, rather than to enlighten them. Indeed, PILs in the wrong hands are quite capable of frightening patients to death!

Enter friendly community pharmacist to receive the script with measured consideration, to check its accurate dispensation and to hand it out with caring, careful, compliance advice. And preferably to a patient whom they know, both as a person and as a patient with a medication history. Only when pharmacists are in possession of this data can the advice given be entirely appropriate.

So patient packs will require even more care from health professionals. Hopefully, pharmacist and doctor will be compelled to work together as never before to ensure their relationship is synergistic and that the beneficiary is the patient.

Will the NHS be able to recognise the burden of additional care total transparency places on pharmacy? There is little evidence that the Department of Health will! By demonstrating continued and added excellence, pharmacists should be able to convince patients of their added value. Politicians at local and national level are very susceptible to patient power!

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# CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

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# Scots finalise '93/94 pay deal

The Scottish Pharmaceutical General Council has reached agreement with the Scottish Office Home & Health Department on 1993/94 remuneration.

The SOHHD is to recover \$1.4 million from contractors by adjusting the discount recovery scale over a period of 24 months from September 1, 1995. This will recover the excess paid to contractors in 1993/94.

The SOHHD is expected to make an offer for 1995/96 at the same time as providing 1994/95 out-turn figures, this coming

August or possibly September.

The SPGC has also announced the results of its discount and generic price enquiries, following the results of a survey of 136 contractors. This reveals contractors are purchasing generics in Part 7 of the Drug Tariff at 19.957 per cent less than the reimbursement price. As a result, from September 1, 1995, Part 7 will contain two categories of items: category 1 items will be priced using the average price of Hillcross generics less 5 per cent, Numark and Unichem. Category

2 will cover the remainder, priced from the Unichem list; failing that, the AAH list; and failing that, the Thornton & Ross list. All prices are immune to discount recovery.

New rules will govern the entry of a drug into Part 7: a generic item will be added one full month after the end of its launch month, and broken bulk will be allowed for six months after they are added to the Tariff.

A new discount recovery scale with an average of 7.3 per cent has been agreed and will be

applied to scripts dispensed from February 1, 1994. The new recovery scale cannot be applied until September 1, 1995, resulting in contractors owing money to the SOHHD. This will be recovered over 24 months, from September 1, 1995, by an adjustment to the new discount recovery scale.

Andrew Taylor, SPGC chair, says the survey results have been challenged, where appropriate. "The results are based purely on returns submitted by contractors. It comes from real figures."

## GPs get October judicial review

Humberside doctors have obtained leave for a further judicial review of the Clothier Regulations (*C&D* April 29, p661).

Solicitors acting on behalf of Drs Moore, Marsden & Robinson of Holme-on-Spalding Moor, who were seeking a judicial review against Humberside Family Health Services Authority's decision to grant a pharmacy application in the village, told the High Court last week: "Information on prejudice to existing medical and pharmaceutical services is capable of being relevant to a (pharmacy) application under NHS Pharmaceutical Services 1992 Regulation 4 (4) and not just Regulation 12."

That is, information on prejudice is relevant in deciding if a pharmacy is indeed necessary or desirable.

An expedited hearing is scheduled for October.

## Slough pharmacist faces jail term

Pharmacist Sarjit Singh Bhandal, who was supplying large quantities of class A drugs to addicts without prescriptions, was warned to expect "a substantial period of imprisonment" at Isleworth Crown Court last week.

When police inspected the register at S B Dispensing Chemist in Maidenhead during April 1994, they discovered a very low Controlled Drug trade, prosecutor Robert Spencer-Bernard told the court.

The last time there had been any transaction in Diconal was in March, 1986, it was noted. For Palfium and methadone, the last entries were in November, 1993, said counsel.

The police discovered that CDs with a street value of nearly \$6,000 had been delivered to the pharmacy in the first few months of 1994. These totalled five litres of methadone, 660 Palfium tablets and 200 Diconal tablets.

When Mr Bhandal was arrested he admitted selling methadone to one addict and his wife, but then declined to answer questions, suggesting he had received telephone threats.

He denied five charges of supplying CDs and six of failing to record the obtaining and supplying of CDs between January and May last year, but was found guilty. He was remanded in custody for pre-sentence reports.

## Teenage smoking up

Teenage smoking is on the increase and adults are becoming more obese, says the latest Health of the Nation update.

While the Government claims success for the first three years of the initiative, smoking in the 11-15 age group has risen by 3 per cent to 11 per cent. In contrast, adult smoking fell by 3 per cent in males and 1 per cent in women. However, adult obesity has risen to 13 per cent of men and 16 per cent of women.

The good news is that coronary heart disease for under 65s has fallen by 11 per cent, and strokes by 6 per cent; and under-age pregnancies are at their lowest rate for ten years.

## C&D Price Service

G R Lane would like to clarify that the price changes for their products which appeared in the July 22 price supplement do not become effective until August 14.

## PC4 pilot called for

Over the counter emergency contraception should be piloted through pharmacies, says one of the doctors involved in drawing up the Royal College of Obstetricians and Gynaecologists' new report on 'The Provision of Emergency Hormonal Contraception'.

Professor John Guillebaud, medical director of the Margaret Pyke Centre, London, says in the discussion section of the report, "pilot schemes in pharmacies should start as soon as possible".

Although the Royal Pharmaceutical Society supports the RCOG's statement, Roger Odd, head of the Society's practice division, says it does not support pilot studies. "We do not see how you can do it. Our view is that it should be done as a P medicine."



## Dorset in CPDA first

Dorset Health Commission is the first health authority to pilot the Continuing Professional Development Award for pharmacists.

The scheme, already running in the north of England for the past six years, grants an award to pharmacists completing 120 hours of post-graduate education. The 22 participants pay \$25 each to join the scheme and a further \$25 on completion, the latter part being paid by Dorset Health Commission.

The pilot is being run with the Centre for Post-graduate Pharmacy Education, with a view to developing it further, says Jennifer Archer, CPPE's assistant director of continuing education.

# MCA proposes second OTC steroid for hayfever therapy

The Medicines Control Agency is proposing to make budesonide a P medicine for hayfever and to transfer carbaryl and high-strength pancreatin back to prescription-only.

Budesonide would be for the prevention and treatment of hayfever in adults and children over 12, for non-aerosol nasal administration. The maximum dose and maximum daily dose would be 200mcg per nostril and maximum pack size 100 doses.

Consultation letter MLX 219 proposes a new indication for

beclomethasone dipropionate – the prevention of seasonal allergic rhinitis in adults and children over 12.

The letter goes on to say that carbaryl has recently been suspected as a potential carcinogen and the Committee on Safety of Medicines has recommended it should be prescription-only.

But Seton Healthcare, which markets several headlice treatments containing carbaryl, says the CSM's concerns relate to unpublished work which may not be relevant to humans, par-

ticularly when applied as headlice preparations.

Another P to POM proposal is for pancreatins with a lipase content over 21,000 units per capsule. The MCA is also proposing that amorolline hydrochloride, calcipotriol and lodoxamide trometamol should be added to Schedule 1 (1) to the POM Order.

Comments on the proposals should be sent to Dugan Cummings, Room E219 MT, Medicines Control Agency, Market Towers, 1 Nine Elms Lane, London SW5 5NQ, by August 28.

## Former pharmacist 'unfit to plead' at murder trial

A young mother out on shopping trip was murdered by a paranoid schizophrenic and former pharmacist freed from a mental hospital six months earlier.

Nilesh Gadher, 37, revved up his car and deliberately ploughed into the victim as she walked down a High Street car park. Mrs Sanita Kaura, 27, was a stranger and did not stand a chance when Mr Gadher smashed into her at a speed of approximately 15mph.

The jury decided after hearing evidence from three psychiatrists, who told the court he was

suffering from paranoid schizophrenia, that Mr Gadher was "unfit to plead".

A second jury, after hearing prosecution evidence, including Mr Gadher's own confession that he deliberately drove his car at Mrs Kaura, formally returned a verdict that the defendant "did the act of murder as charged against him".

He was ordered to be detained at Ashworth Secure Mental Hospital. In February, 1987, he was struck off the Pharmaceutical Register following script forgery.

## Counterpart: application for PIN test

Last week we launched Summer Health, the first module of Cambridge Counterpart, the pharmacy assistant development training package co-sponsored with Whitehall Laboratories, and designed to meet the Royal Pharmaceutical Society's requirements for medicines counter assistants from July 1, 1996.

Subscribing pharmacists may obtain further copies of Cambridge Counterpart from Whitehall Laboratories' sales force, or by telephoning the company on 01628 669011. The Pharmacist Briefing, to get pharmacists up to speed with staff inquiries on the

Summer Health training module, was published in C&D's July 15 issue, pp 87/88.

C&D will publish Pharmacist Briefing in the third issue of each month through to June, 1996, with the matching Cambridge Counterpart module for subscribing pharmacies delivered as an insert in the fourth issue of the month, together with test sheets for four assistants.

Please note that VAT should be added to the PIN marking fee of \$12.50 per assistant. Businesses or persons registered for VAT will be able to reclaim the VAT element of \$2.65.

## Record number of methadone addicts

A record number of people are now dependent on methadone, according to the latest Home Office Statistical Bulletin.

Last year saw a 21 per cent increase in the number of drug addicts notified to the Home Office, nearly double that recorded in 1993. Methadone addiction was reported in over 45 per cent of notifications, a 19 per cent climb for new and 31 per cent increase for renotified addicts. However, heroin remains the most common drug of addiction, with an 18 per cent rise. One-fifth of addicts were reported to have a polydrug habit.

Although all age groups noted an increase in the number of renotified addicts, the highest proportional upswing was in those under 21 (42 per cent).

## Two-year rural battle draws to close

A two-year battle by two Slough pharmacists to open a pharmacy on a greenfield site at Finchampstead is drawing to a close.

Two dispensing practices, with a total of six GPs, have been fighting at every stage to prevent the pharmacy opening.

J R and V R Mistry, brothers who own the Crystal Pharmacy in Slough, applied to open in the village in June, 1993. They had to overcome the rurality issue (and the doctors' appeal), before winning a contract, after an appeal.

The new pharmacy now faces the final hurdle at the planning department of Wokingham District Council. Although the site had two planning permissions for retail and residential units, the brothers want to amend the plans to suit their proposed business.

### Telephone marking – PIN application form

Names of assistants

1

2

3

4

I enclose a cheque for ☐ x \$12.50 (plus VAT of \$2.65 per assistant)

= \$ .....

Pharmacy address.....

.....Telephone number.....

Supervising pharmacist.....

Registration number.....

Send to: Cambridge Counterpart, *Chemist & Druggist*,  
Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW

# The age of enlightenment

**It's been a long time coming, but just how smooth is the shift to patient pack dispensing going to be, asks Marianne Mac Donald**

**S**hinshunso is a medical term peculiar to the Japanese. A catch-all diagnosis when the complaint cannot be determined, it is often used to conceal the real condition from patients.

Things are different in the UK. But while we inform patients about their complaint, this enlightenment does not stretch to their subsequent medical treatment. "Information with patient medicines has been seriously neglected, with better information on the back of a cornflakes packet," points out Linda Foster, chairman of the British Generics Manufacturers Association.

But now change is upon us: following a three-year phased programme, starting this December, 10 therapeutic categories – 11,500 medicines – will be dispensed in a patient pack, complete with patient leaflet.

Patient packs were first mooted 20 years ago, with little success. The catalyst for change has been twofold: the Government encouraging greater patient information and the arrival of EC Directive 92/27/EEC.

This, introduced at the start of the year, governs the information on leaflets and labelling. The best way to fulfil its requirements, says the Association of British Pharmaceutical Industry's Ben Hayes, was to introduce a patient pack (PP). Even though 70 per cent of branded medicine packs contain patient information leaflets (PILs), only 40-45 per cent of these reach patients.

Faced with a 1998 deadline for implementation of the EC directive, the interested bodies (the Royal Pharmaceutical Society, the British Medical Association, the Pharmaceutical Services Negotiating Committee, the British Generics Manufacturers Association and the Association of the British Pharmaceutical Industry) have drawn up the PP rolling programme.

The upshot is 12 PP phases, each including a number of therapeutic categories. Every three months a new phase will begin to switch into a patient pack, until all are completed in September, 1998.

Which categories appear in

which phase depends on how easy it will be to move those products into a patient pack.

When each phase is introduced, there will be a three-month dual Tariff period, with bulk packs and PPs co-existing. The Prescription Pricing Authority will pay for whichever is dispensed, but at the end of the three months will only pay for the PP.

Doctors will retain the right to individualise medication quantities by using a sign indicating a fracture pack. If this is used, the pharmacist must dispense that quantity, if this requires splitting a patient pack, the pharmacist will discard the remaining tablets. Payment will be made for the entire pack.

However, if a non-PP quantity is written, pharmacists will round up or round down to the nearest calendar pack. If the figure falls equidistant between one or two calendar packs, the pharmacist must round down.

In general, there has been a positive response to the move. But there are some unresolved difficulties. Sheffield pharmacist Martin Bennett says: "We need to make sure we don't lose out in the short-term." Certainly, some pharmacists have expressed concern over being left with dead bulk stock.

At the latest meeting of the joint working party on patient packs, the PSNC expressed this fear, and its concern over possible legislation changes. "We require a change to the Terms of



Service to permit pharmacists to supply PPs. We also have to clarify the situation with the Department of Health as regards changes to the Medicines Act," says PSNC secretary Steve Axon.

The same situation applies in Scotland. "The Scottish Pharmaceutical General Council welcomes the introduction of PPs. But we have concerns, as the Scottish Office Home & Health Department has not yet responded to our request for a meeting to discuss aspects of the introduction," says SPGC chair Andrew Taylor.

Other issues are:

- pack standardisation. Manufacturers can opt for a 28- or 30-day calendar pack, although pharmacists and GPs seem to prefer 28 days across the board
- the continued availability of bulk stock to fill monitored dosage systems, for instalment dispensing and for those who cannot use certain packaging

- updating computer software
- ensuring there are no glitches in the supply chain
- the hospital will require different packs for patient discharge/outpatients.

It is accepted that PPs will mean more work for pharmacists and GPs. With more information, patients may feel more confusion, and need more explanation – something even the Government acknowledges.

And, of course, once the pack is in the patient's hands, things may not go according to plan.

As Jane Richards, chairman of the BMA's General Medical Service Committee's prescribing sub-committee, says: "I hope patients will keep products in packs – not decant them ... or split them up around the house for convenience."

## PP phasing

- **December '95:** peptic ulcer, anti-virals, cholesterol reducers, systemic corticosteroids
- **March '96:** sex hormones, gynaecologicals, vaccines
- **June '96:** dermatologicals
- **September '96:** cardiac therapy, antihaemorrhoidals, antineoplastics and immunosuppressants (excluding endocrine therapy)
- **December '96:** anti-asthma,

antidepressants, anti-infectives, antimigraines, antiarrhythmics and intestinals, antispasmodics, antihistamines

- **March '97:** antacids and antidiarrhoeals, musculoskeletal system, gynaecological anti-infectives and other urologicals
- **June '97:** antidiabetic therapy, antihypertensives, beta-blockers, diuretics, peripheral vasodilators
- **September '97:** anxiolytics, hypnotics, psycholeptics and psychostimulants, coughs

and colds

- **December '97:** systemic hormones, all other CNS, nasal preparations and decongestants, endocrine therapy
- **March '98:** general systemic anti-infectives, aspirin products
- **June '98:** all other GI tract, mouth preparations, sensory organs, throat preparations, laxatives
- **September '98:** blood/blood-forming organs, systemic hormones, paracetamol products, residual products

## Scottish NHS computer services centralised

The work carried out by seven NHS computer centres in Scotland is to transfer to one of the largest computer services companies in the world.

The move is expected to release \$15 million over the next three years for reinvesting in direct patient care in Scotland.

Over 500 staff from six health boards and the Common Services Agency will transfer to the new contractor, Computer Sciences Corporation, which has more than 2,000 employees in the UK.

The contract, for services costing over \$20m a year, will run for three years initially and may be extended to five.

The CSA's pharmacy practice division, which is responsible for prescription pricing, will not transfer.

Systems supported by the new contractor will include the Community Health Index and related medical programmes for breast screening, cervical cytology and child health, together with hospital-based patient administration systems, payroll and statistical analysis.

## BBC claims street temazepam coming from wholesalers

Temazepam is leaching onto the black market as a result of fraudulent orders placed with pharmaceutical wholesalers, claims the BBC's current affairs television programme 'Panorama'.

"Unscrupulous people approach pharmaceutical wholesalers, alleging to export temazepam," said the report in last week's edition.

Scottish Labour MP Gordon McMaster says that recent figures show more temazepam is exported than is manufactured in the UK, proof that the drug is being diverted onto the street. Annual returns for temazepam from Schedule 4 authority holders show that 970kg of the drug was manufactured in 1993, while 1,815kg was exported.

● The Government is now publicly consulting on whether temazepam capsules should be blacklisted, although tablet and elixir formulations would remain available.

Comments should be sent to Room 437, Department of Health, Wellington House, 133-155 Waterloo Road, London SE1 8UG, by September 8.



## Counterpart gets my seal of approval

When the Counterpart initiative was announced in *Chemist & Druggist* on July 15, I was keen to extol the virtues of a venture that promised to provide all medicines assistants with the tools necessary to meet the training requirements of the Royal Pharmaceutical Society, but which also recognised that community pharmacists do not have a bottomless pit of financial resources with which to pursue training.

I did, however, contain my impatience and resisted the temptation to comment until both I and Doty had seen the format and first module of the course. This having now been done, I can unreservedly say we are both delighted and do congratulate *C&D* on a package that is brilliantly presented.

For the very reasonable fee of £12.50 (plus VAT, *Editor!*), assistants can also have their own personal interactive telephone marking system, which will enable them to chart their own progress and which will provide excellent motivation for them to complete the whole course.

If the clarity of presentation of the first module is a reflection of the quality of the rest of the course, then I, for one, am in no doubt that by next June the successful completion of the course will be accepted by the Royal Pharmaceutical Society's accrediting body.

However, without the generosity of Whitehall Laboratories this training

# Topical Reflections

package could never have been provided free of charge by *C&D*. It is to this company, therefore, that our thanks must go for its investment and vote of confidence in the future of independent community pharmacy.

It is highly probable that community pharmacists themselves will also soon be required to demonstrate an annual continuing education commitment. Despite the plethora of distance learning packages presently available, I look forward with interest to see whether the co-sponsorship of interactive learning now being pioneered by *C&D* and Whitehall Laboratories on behalf of counter assistants might be adapted to the more demanding requirements of the busy community pharmacist.

## Cicatrín price cuts cost money!

I was not a party to the discussions that have so drastically lowered the NHS price of the Cicatrín range (*C&D* July 22, p108), but I have just calculated that, based on my present usage and minimal stockholding, it will take me the next three years of fees from prescriptions to recoup the loss on reimbursement prices. That is, of course, assuming I receive no further prescriptions reimbursable at the old rate.

I fully expect, therefore, that in its negotiations with the Department of Health, Glaxo Wellcome took full account of the potential losses to contractors and agreed with the Department a new price, which allows for refunds to all

contractors of the balance of the purchase price for old stocks bought in good faith at the old prices.

I look forward with interest to the imminent communication I shall soon be receiving from Glaxo Wellcome explaining the mechanics of this refund policy!

## Service versus efficiency ...

I was delighted to learn that the London-based correspondent of a German pharmaceutical magazine was able to obtain supplies of his favourite toothpaste so swiftly and efficiently from an independent pharmacy. However, regret that it took him so long to become disillusioned with his service from Boots (*C&D* July 22, p118).

I often receive similar complaints from customers about the inefficiencies of large multiples, which I am then able to turn to my advantage. The irony is that, far from being inefficient, the multiples are actually operating highly cost-effectively by creaming the brand-leading fast-sellers and ignoring the service lines only so rarely requested by the discerning minority.

It is, however, requests for these lines that have enabled me to build up my business and establish that all-important goodwill.

My only fear is that, with the increasing stranglehold that multiples are exerting in the marketplace, it could soon become unviable for manufacturers to continue producing these slow-moving items. This would ultimately leave the customer little choice and me with few customers!

# MEDICALmatters

## Scopoderm shortage

Scopoderm TTS (transdermal hyoscine) will be temporarily discontinued with effect from September 1. After this date no supplies will be available as all stocks will have been used up worldwide. The shortage is due to continuing manufacturing problems in the US. Stocks are expected to run out in the next few weeks. Ciba says Scopoderm TTS will be re-introduced when supplies can be guaranteed. **Ciba Pharmaceuticals. Tel: 01403 272827.**

## Goodbye Sootheeye

Brolene Sootheeye 10ml pack is discontinued with immediate effect. Stocks of the product are now exhausted and no further supplies will be made available. **Rhone-Poulenc Rorer Ltd, Family Health Division. Tel: 01323 534000.**

## New Simpla valve

Simpla has launched a new Simpla Trident Plus Catheter Valve, which features a unique two-stage action and lies flat in both the open and closed position. A light touch moves the lever from the closed position to a definite stop point. A second motion, using a little more pressure, is required to fully open the valve, allowing controlled flow of urine and emptying of the bladder. The valve is not included on the Drug Tariff. Supplies are available direct from Simpla at a cost of £1.50 each or £23.99 for 20 (including p&p and VAT). **Simpla Plastics Ltd. Tel: 01222 747000.**

## Drug Tariff

PSNC says in Part XV (Borderline Substances) of the August 1995 Drug Tariff pharmacists should read 'Enlive' for 'Plusjuice'.

## New distribution

The storage and distribution of Lorex Synthelabo products is now being undertaken by Distriphar. Orders and enquiries should continue to be made directly to: **Lorex Synthelabo Ltd. Tel: 01628 488011.**

## Optimine Tablets

Schering-Plough has withdrawn Optimine Tablets from the market. Optimine Syrup is still available. **Schering-Plough Ltd. Tel: 01707 363636.**

# Salmeterol may reduce salbutamol sensitivity

Patients receiving regular treatment with salmeterol (Serevent) might require higher doses of salbutamol when it is used for the relief of an acute asthma attack, concludes a study in *The Lancet*.

Researchers in Dundee investigated whether continuous exposure to twice-daily salmeterol (50mcg) blunts the bronchodilator response to repeated doses of salbutamol, used to manage an acute asthma attack.

After a two-week run-in without beta-2 agonists, 17 asthmatic patients were randomised to

receive salmeterol 50mcg twice daily or placebo for four weeks in a double blind cross-over fashion.

A histamine challenge test was carried out 12 hours after the end of treatment. Then dose response curves to inhaled salbutamol (200-3,200mcg) were drawn up 36 hours after the last dose. Patients treated with salmeterol had reduced bronchodilator responses to salbutamol.

In terms of the forced expiratory volume (FEV) and peak expiratory flow response (PEFR), a 2.5-fold and fourfold higher dose of

salbutamol was required after salmeterol than after placebo to produce an equivalent bronchodilator response. The authors concluded that the continuous exposure to salmeterol results in subsensitivity to inhaled salbutamol.

Allen & Hanburys disputes the conclusions, arguing that the data has been inappropriately analysed; the patient sample size was too small to draw such conclusions; that only the change in PEFR, not FEV, reaches statistical significance; and there is no effect on forced expiratory flow.

# Vitamin D supplements for elderly during winter

Dietary enrichment or supplementation with vitamin D should be seriously considered for elderly people to ensure adequate levels during winter when sunlight exposure is rare, recommends a report in *The Lancet*.

Low vitamin D concentrations can lead to calcium resorption from bone, which can worsen osteoporosis. Elderly people are particularly prone to vitamin D deficiency because they have less exposure to the sun, their skin has less capacity to synthesise it and they have a generally low intake of the vitamin.

European researchers mea-

sured levels of 25-hydroxyvitamin D in blood samples taken from over 800 elderly men and women from 11 European countries. They found that 36 per cent of men and 47 per cent of women had concentrations below 30nmol/L. Concentrations below this figure are associated with vitamin D deficiency disorders.

Surprisingly, the lowest mean concentrations of 25(OH)D were found in Greece, Spain and Italy. This is attributed to local custom, where elderly people do not expose themselves to sunlight, and to the lack of vitamin D fortification of foodstuffs.

# Pollutants may affect reproduction

A report produced for the Department of the Environment has found that human reproductive problems are increasing, and the authors are calling for more research to discover if the release of chemicals with oestrogenic or anti-oestrogen properties into the environment are to blame.

The discovery that oestrogens from oral contraceptives were producing female characteristics in male fish led to concerns that a link may exist in humans and prompted research in this area. Although many pollutants with oestrogen-like properties have been shown to cause reproductive problems in animals, the report says there is no evidence to show that they are to blame for the problems in humans.

# Wrist blood pressure monitor from Omron

Omron R3 is a compact digital blood pressure monitor which measures directly from the wrist. It has an integral cuff, weighs less than 160g and has a fold-away digital display monitor for protection when not in use. Another feature is that it can be used to check blood pressure without the patient having to remove any clothing.

The R3 model is being promoted for home monitoring by patients who want to play a

greater role in the management of their hypertension. The manufacturer says it also addresses the 'white coat syndrome' where a patient's blood pressure can rise in the presence of a medical professional.

The R3 wrist monitor is being launched exclusively in the UK by Hutchings Healthcare and retails at £159.59 (including VAT).

**Hutchings Healthcare Ltd. Tel: 01273 495033.**





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# "The only thing I change more than my antiperspirant is my blouse."

What if you couldn't find an antiperspirant that worked? What if you went on sweating so much that before the day was out you needed a change of clothing? As a recent Gallup survey revealed, this is the reality for a surprising number of people. Clinically the condition is known as hyperhidrosis and is linked to a fault in the body's internal thermostat. You may not have heard of it because it's a problem that sufferers generally keep to themselves, never imagining that help was available.

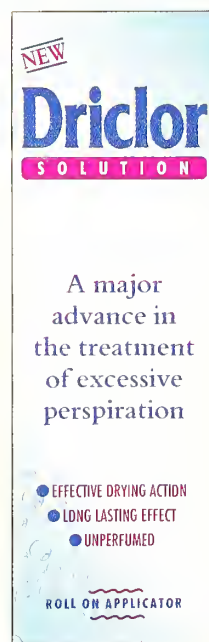
Excessive perspiration is a serious business. Gallup found that 10% of women suffer embarrassment because of it and a further 11% are frequently forced to change clothes or cover up. The level of dissatisfaction with existing antiperspirants might also surprise you. As many as 26% of all women asked

were interested in buying 'a new product successfully used by doctors' – if it became available from their pharmacist. This is your opportunity to help them.

The treatment is Driclor Solution, a specialist antiperspirant which was until recently only available on prescription. Now licensed as a pharmacy only product it is poised to help you reach a seriously large, and as yet unsatisfied, new market. New Driclor Solution is presented in a roll-on applicator and is designed to be

applied to affected areas nightly. The effects are long-lasting and so with time the number of applications can be reduced to 2 or 3 times a week, eventually less.

New Driclor Solution is ready to bring fresh confidence to the lives of thousands who, until now, never knew anyone cared. Will they find it in your pharmacy?



Pharmacy only  
clinical antiperspirant



## Janina launches into oral care

Janina International has launched two oral care products with both cosmetic and oral health benefits.

Janina Ultrawhite Toothpaste (50ml, \$8.95) and Janina Ultrawhite Oralfresh Spray Cleanser (30ml, \$6.95) contain 20 active ingredients, including Bromaine Complex, a new patented whitening agent. Other constituents are triclosan 0.3 per cent, 1,500ppm sodium fluoride and sodium bicarbonate, as well as remineralising agents.

The products have been developed to fight caries, early stage gingivitis, plaque and halitosis. They also



contain whiteners and stain-reducing agents, which are non-abrasive and do not harm teeth, says the company.

Janina was first launched in dental surgeries six weeks ago, with plans to launch into department stores. Consumer leaflets are

available and advertising is scheduled for the autumn.

The company says it has taken a pharmaceutical approach to oral healthcare, taking into account everyday users. **Janina International Ltd.** Tel: 0181 650 9923.

## Acid drops sweets with Zantac 75

Warner Wellcome is launching a new range of point of sale material and educational initiatives for Zantac 75. From this week pharmacists nationwide will receive a jar of acid drops sweets, whose lid is the same shape as the Zantac 75 tablet. The container carries the strapline: 'Turns down the acid to turn down pain.'

The additional POS material includes a new compact counter display unit containing new consumer leaflets and A2 window cards.

Warner Wellcome is investing \$2 million in a second burst of TV advertising throughout August.



Latest figures from Nielsen give Zantac 75 a 6.9 per cent share of the indigestion remedy market, placing it in third place. Gavison is still the market leader (25 per cent) followed by Rennie's with a 10.1 per cent share.

**Warner Wellcome Consumer Healthcare.** Tel: 01703 641400.

## Cystitis remedy moves to GSL

Cystopurin, the cystitis remedy, has now gained GSL status.

Information and advice is available from the Cystitis Information Bureau, sponsored by Roche Consumer Health, on 0345 581750 (or by writing to the Bureau at PO Box 2, Ellesmere Port, South Wirral, L65 3BN). **Roche Consumer Health.** Tel: 01707 366000.



## Cow & Gate opts for homemade

Cow & Gate is launching a homemade recipe into the Olvarit Babymeals range following its recipe challenge competition run last year.

The new variant is called Mrs MacLachlan's Mediterranean Vegetable & Lamb Risotto, after last year's winner and her recipe.

The August introduction coincides with Olvarit Babymeals' first on-pack promotion for a book of homemade recipes for babies (£2.99, plus six labels from any Olvarit Babymeals). The offer will be open until September, 1996.

**Cow & Gate Nutricia Ltd.** Tel: 01225 768381.

## Seven Seas to plug nutrition gap for vegans

Seven Seas is introducing Multivitamins Plus Minerals for Vegetarians and Vegans (\$4.99, tub of 60 tablets).

The daily tablet provides a combination of 13 vitamins and minerals, including B complex vitamins.

A \$1 million support package for the entire Seven Seas' multivitamins range (including the new product) will break in September.

**Seven Seas Health Care Ltd.** Tel: 01482 75234.

## Footnote from America

Interwood Marketing is introducing Miracle Foot Repair, an American product designed to help alleviate common foot problems.

It contains aloe vera, which is known for its healing properties. The gel contains 60 per cent pure aloe and will retail at \$14.95 for a 240ml bottle (two bottles for \$19.90).

Currently only available via mail order from IPMS, it is to be rolled out to independents later this year. **IPMS.** Tel: 01726 222132.

## Summertime pain management



Paracodol is running a summer promotion for pharmacy assistants.

Designed to educate them on the different types of pain that can be experienced, and how it should be diagnosed and treated, the promotion comprises a Paracodol pack containing an education poster. This

cross-references the symptom, ailment and remedy.

The pack also includes a competition to test pharmacy assistants' knowledge of pain. The first 100 winners will receive £50 of Burton Group clothing vouchers. **Roche Consumer Health.** Tel: 01707 366000.

## £1.5m TV campaign for Tagamet

Tagamet Dual Action Liquid is being supported by a new £1.5 million TV advertising campaign.

The ad focuses on the dual mode of action, showing the pain of heartburn and how Tagamet liquid works. It includes the 'Ask Your Pharmacist' phrase in the

closing sequence.

New POS material is available to bolster the TV campaign in-store. ● SB has set up a Freefone number for OTC Tagamet to give information (0500 100 222) **Smithkline Beecham Consumer Healthcare.** Tel: 0181 560 5151.



## There is an obvious answer

In a world that demands solutions Ceuta Healthcare was bound to happen. Offering a uniquely intelligent approach to the brokerage of OTC, Nutritional and health and beauty products.

Before you can make a considered decision about the future of your brand, you have to look ahead. Because of that Ceuta not only encompasses all aspects

of sales, marketing and distribution, but also brand management, POM to P switches, registration, advertising, promotion and contract manufacturing, in every healthcare channel both nationally and internationally.

Only Ceuta can provide you with the whole picture, via an explosive combination of intelligent individuals,

working as a team, and backed by the kind of knowledge that only comes with years of experience.

That experience gained from personnel who came from the likes of: Whitehall Laboratories, SKB, Sterling Health, Seton, Napp, Ciba, Ferrosan, Scholl, Cryogenic and Syntex is only part of the equation.

## when you think about it.

Barely twelve months old, but with a wisdom that belies their years, Ceuta Healthcare already handle major brands such as Movelat, Eskornade, Infaderm, Infadrops, Guarana, Mariana, An & Bite, Protec, La Formule, Swisspers, Lantafresh and Liqua-Care.

Ceuta Healthcare provides a two way bridge between manufacturer and

pharmacist, providing structure and support.

It is a bridge that we all must cross, so why not cross it sooner than your competitors.

If you want the answer to your problem, call Annette D'Abreo, Sales and Marketing Director, on 01202 780558 (Fax: 01202 780559).

Or to obtain their new brochure write to Ceuta Healthcare, Wilson House, 2 Lorne Park Road, Bournemouth, Dorset BH1 1JN. It's only logical.



**Think it through.**

# Bronnley celebrates a very Victorian Christmas

Bronnley has a Victorian theme this Christmas with a selection of novelty gift boxes.

All seasonal toiletry products are taken from Bronnley's established Almond Oil range in a variety of fragrances: Pink Bouquet, English Fern, Daffodil, Camellia, White Iris and Blue Poppy. Boxes feature a Victorian floral motif, with prices ranging from \$3.95-\$24.95. New packaging includes a variety of 'hat boxes' and 'chocolate boxes'.

An addition to the range is Pot Pourri with Reviver Oil presented in a floral box (\$6.95).

There is a new Bronnley seasonal gift range for children, too.



Creamy soaps come in animal shapes: a teddy bear, a seal and a duck. Each is decorated with a bow and retails at \$1.95.

There are also artistic gift tins, featuring a Renaissance image. These come in three sizes (priced \$5.95-\$16.95) and can contain

a variety of products, including soap and hand cream.

Blue wicker display baskets are available in three sizes (ranging from \$10.95-\$29.95), which again contain a variety of products.

**H Bronnley & Co Ltd. Tel: 01280 702291.**



## Up into the Clearblue yonder

Unipath has introduced a new range of display materials for its Clearblue One Step home pregnancy test.

The new package includes a dummy pack and large showcard for the window, a smaller showcard and shelf-

edger, and a free-standing display unit which holds up to 12 packs.

It is available from Unipath representatives or direct from the company itself.

**Unipath Ltd. Tel: 01234 347161.**

## Clearasil's new television spots

Clearasil Max 10 is to be supported by a second burst of its 'Face Facts' television campaign. It

will run for four weeks. **Procter & Gamble (Health & Beauty Care) Ltd. Tel: 01784 434422.**

## ON TV NEXT WEEK

**Alka-Seltzer:** GMTV, satellite

**Anadin Extra:** All areas except GTV, U, STV, B, CTV, TT

**Bazuka:** G, B, Y, TT

**Bodyform:** All areas

**Colgate Total:** All areas

**Colour Direct:** U

**Dove Bar & Shower:** All areas

**Fujicolor Super G Film:** All areas

**Imperial Leather Extra Care:** All areas

**Johnson's Baby Lotion:** All areas

**Just for Men Hair Colour Restorer:** All areas

**Matey Bubble Bath:** C4, satellite

**Mum Deodorant:** All areas except B, CTV, W, GMTV

**Neat Feet:** C, A, HTV, W, M, CAR, C4, GMTV

**Nivea Body Care:** All areas

**Odor Eaters:** GTV, STV, B, G, C4 (Scotland)

**Palmolive 2-in-1:** All areas

**Rennie:** All areas

**Slim Fast:** All areas

**Wella Liquid Hair:** GTV, U, A, HTV, W, M, C4

**Wisdom Contour:** All areas

**V05 Plus, Hots, Styling:** All areas

**GTV** Grampian, **B** Border, **BSkyB** British Sky Broadcasting, **C** Central, **CTV** Channel Islands, **LWT** London Weekend, **C4** Channel 4, **U** Ulster, **G** Granada, **A** Anglia, **CAR** Carlton, **GMTV** Breakfast Television, **STV** Scotland (central), **Y** Yorkshire, **HTV** Wales & West, **M** Meridian, **TT** Tyne Tees, **W** Westcountry

## Fresh approach for dentures



Poli-Grip Fresh is a new addition to the fixative range which combines an 'ultra' hold formula with a new double mint flavour.

Retailing at \$2.39, it is

to be supported by a \$600,000 national TV campaign breaking on August 7 and running for five weeks.

**Stafford-Miller Ltd. Tel: 01707 331001.**

## Vidal Sassoon hots up

Vidal Sassoon Appliances has relaunched its consumer electricals range, and its brushes and combs.

This coincides with the formation of a new company, Hot (UK), a joint venture between the parent company, Helen of Troy Corporation, and the H1 Group.

**Hot (UK) Ltd. Tel: 01977 603444.**

## Men's market gets Actif

Sanmex is going up against the big boys of the men's market with its new range, Actif.

It comprises body spray (150ml, \$0.99), antiperspirant (200ml, \$0.99) and shaving foam (200ml, \$0.89), undercutting the competition by 20 per cent, says the company.

**Sanmex International Ltd. Tel: 0141 647 2244.**

## Sunshimmer all year round

To support its fake tan brand, Sunshimmer, over the next 12 months, Coty is introducing special point of sale material for independents- a display merchandiser to hold its full range of sunless tanning products.

The unit has a headboard highlighting a Sunshimmer benefit for each season. It accommodates the full Sunshimmer range.

**Beauty International Ltd. Tel: 01734 302302.**



# No More Tears for Johnson's



Johnson & Johnson has relaunched its No More Tears Baby Bath and Moisturising Bath with bright new packaging and logo.

The No More Tears tag has only recently been awarded to the Baby Bath. It was tested using the company's established method: a dilution of the product was dripped into one eye of human volunteers, while water was dripped into the other.

The formulation is a

benefit at bath time because babies do not always blink spontaneously to protect themselves against splashes in the bath, says J&J.

Johnson's No More Tears Baby Bath comes in 200ml (\$1.19), 300ml (\$1.75), 500ml (\$2.29) and 750ml (\$2.99) sizes; No More Tears Moisturising Baby Bath in 500ml (\$2.55) and 750ml (\$3.29).

**Johnson & Johnson Ltd.**  
**Tel: 01628 822222.**

## Put Kids First when it comes to bath time

New kid on the toiletries block is Luna Cosmetics with Kids First.

Kids First is a range of children's toiletries comprising six products: Tear Free Shampoo and Detangling Conditioner; Apple Shower Gel and Strawberry Bubble Bath; Maximum Factor Protection 20 Suntan Lotion and Moisturising Lotion with Vitamin E.

Aimed at children aged 5-12, the products are all priced at £1.49, except the sun lotion which retails at £2.99.

**Luna Cosmetics Ltd. Tel: 0181 443 3636.**

## All change for Jerome Russell

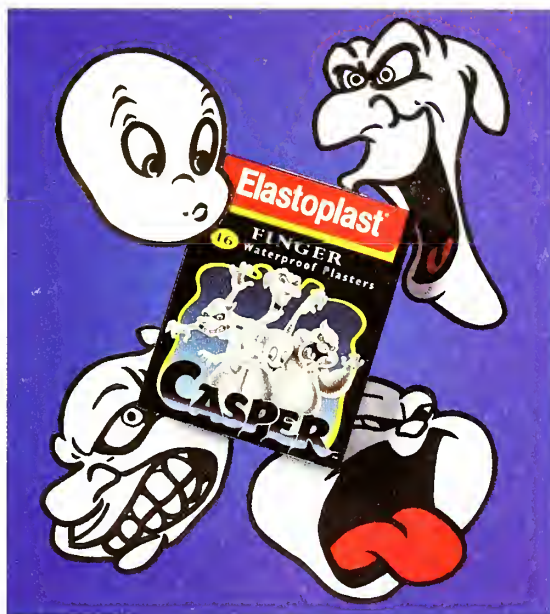
From August 1, Prism Healthcare will no longer be handling the sales and distribution of Jerome Russell products.

Distribution is to be handled directly by the manufacturer.

The initiative is part of an investment plan which will include redesigned packaging, new products and heavy marketing support, the company says.

It has also appointed a 13-strong national sales team and created a new department to advise on technical aspects of the product range.

**Jerome Russell Ltd. Tel: 0181 478 7771.**



## Elastoplast plasters get the spooks

Casper the Ghost is the latest character to be launched into a limited edition Elastoplast character range.

To promote early stocking, Smith & Nephew is running a free stock deal during August

– for every ten packs of Elastoplast ordered (including Casper plasters), a free Elastoplast Fabric or Airstrip 20s will be given.  
**Smith & Nephew Consumer Products Ltd.**  
**Tel: 0121 327 4750.**

## Cuticura: wired for sound

Cuticura Hygiene Plus is hitting the airwaves over the next four weeks in a trial radio campaign.

If this is a success, it will receive a more widespread roll-out, says Keyline Brands.

It will be broadcast across Radios Aire, Hallam and Trent FM featuring 'Peak Practice' TV stars, Kevin Whately and Amanda Burton.

**Keyline Brands Ltd. Tel: 0181 579 8991.**

## Yuletide gifts from Insignia

There are two Insignia gift sets from Procter & Gamble this Christmas.

Available from October in the three Insignia variants – Nature, Rio and Olympian – the two duo packs combine a 50ml after shave with a 150ml body spray (\$5.49); and a 200ml shower gel and 150ml body spray (\$3.75).

In the Old Spice fragrance, there are five gift sets: eau de toilette and watch (\$8.99); after shave lotion and deodorising body spray (\$6.99); deodorising body spray and shower gel (\$3.99); sensitive after shave lotion and shower gel (\$6.89); and sensitive hydrogel and deodorant spray (\$5.99).

**Procter & Gamble Cosmetics & Fragrances Ltd. Tel: 01932 896000.**

## Brush up with Colgate Total

Pharmacists can win a free toothbrush display unit (worth \$140) in Colgate's latest direct mail campaign.

Promoting the Total toothbrush, the package contains a pair of 3-D glasses and a 3-D photograph of the brush.

The Colgate Total brush also returns to TV screens on August 14.

● Colgate-Palmolive is running a number of price promotions through August via AALL, Unichem and Barclay.  
**Colgate-Palmolive Ltd. Tel: 01483 302222.**

## Invisible towel seen on television



Bodyform is supporting its Invisible towel with a \$2.1 million TV campaign.

There are both 30- and ten-second spots. The TV

burst coincides with a \$900,000 press campaign for the new Bodyform Ultra Pantyliner.

**Scott Ltd. Tel: 01474 336000.**

## V05 on TV

Alberto Culver is investing in a £1.6 million national TV campaign to support its V05 brand this August. The 60-second ad features V05 Plus, V05 Hots and V05 Styling. The four-week campaign will be supported by press advertising.

**Alberto Culver Co (UK) Ltd. Tel: 01256 57222.**

## Rinstead gel

The contact number for Rinstead Gel is at Schering-Plough, not Schering Health Care as stated in last week's Counterpoints.

**Schering-Plough Ltd. Tel: 01707 363636.**

## Konica's splash

Konica is running a competition in conjunction with its sponsorship of the Splashtacular dive stunt at Thorpe Park. The prize is a family holiday in Hollywood.

**Konica (UK). Tel: 0181 751 6121.**

## Collection update

Collection 2000 is entering its final phase of modernisation with the introduction of new packaging and new shades in its face powder and foundation range. The new items are on sale from September 1.

**Collection 2000. Tel: 01695 50078.**

## Double top for Fuji

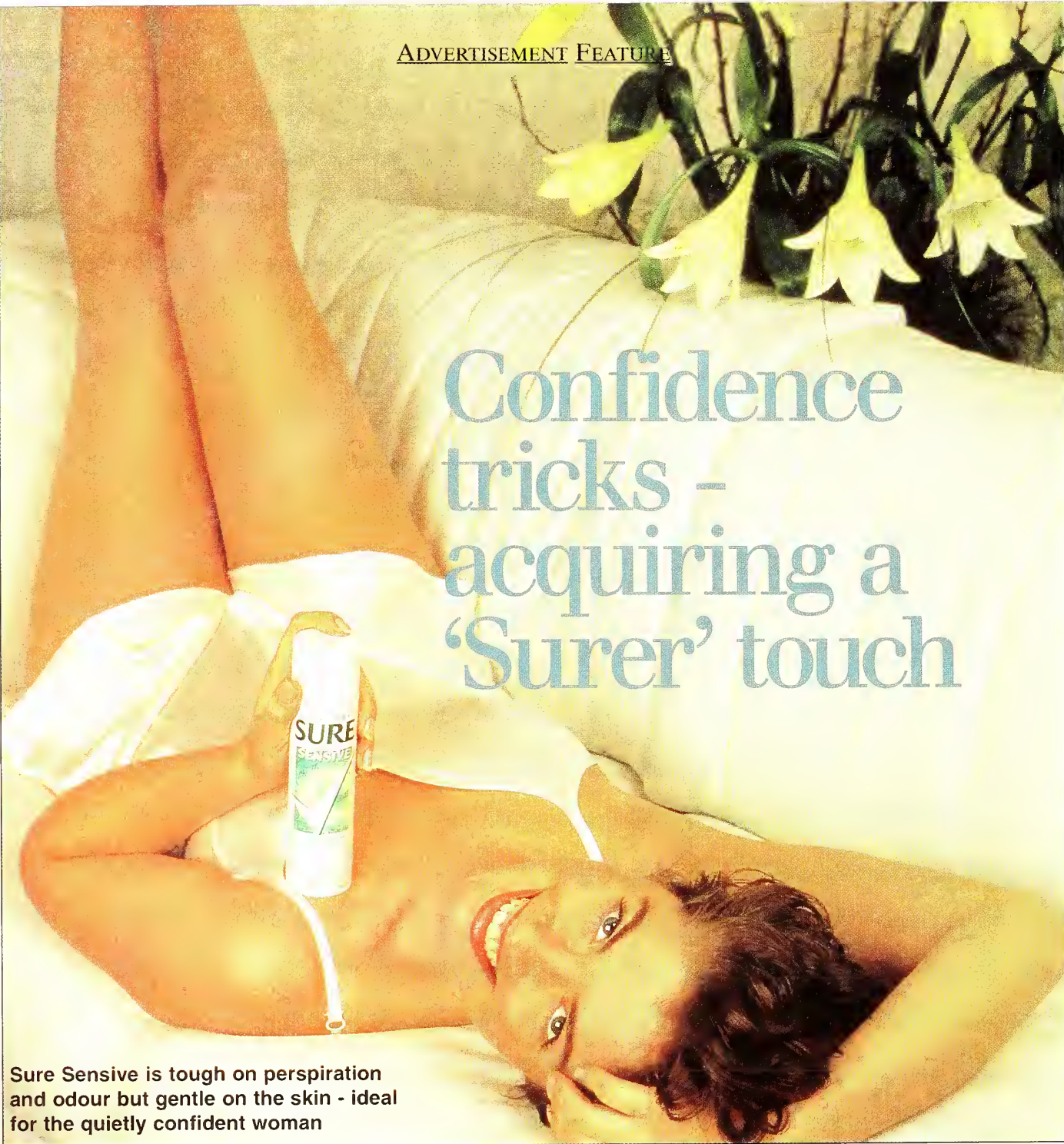
Fujicolor Super G Plus film has been voted Best Film in Europe 1995/96, while the Fujifilm DL Super Mini has been awarded Best Compact Camera in Europe – by the same panel of judges – at the Technical Image Press Association.

**Fuji Photo Film (UK) Ltd. Tel: 0171 586 5900.**

## Cafe Almay

Almay celebrates the look of the Fifties in its autumn colour statement, called Cafe Society. Eyes are shades of brown, lips in shades of brown and coral, with co-ordinating nail colour.

**Revlon International Corporation. Tel: 0171 629400.**



# Confidence tricks - acquiring a 'Surer' touch

Sure Sensitive is tough on perspiration and odour but gentle on the skin - ideal for the quietly confident woman

*Confidence is vital when dealing with difficult customers. A cool head and a calm approach is the only answer in such circumstances.*

*Confidence goes hand in hand with personal freshness, so we've got together with leading deodorant brand Sure, to put together a fun quiz which tests your skills and boosts your confidence level.*

Confidence can help you stay cool at all times and steer you calmly through today's frenetic pace of life. A confident approach to life can make a vast amount of difference in all areas of your life. At work, at home, in your personal life and in the wide

variety of social situations that life throws at you. It all boils down to a belief in yourself, your attitudes and your abilities, balanced with a realistic approach to life and a sense of humour. Some people are born with it, others have to learn to acquire it.

One key element to all-round confidence is personal hygiene. Worrying about bad breath or whether your deodorant is working effectively can affect your thinking at the most crucial of moments. As manufacturer of the leading range of deodorants for

maximum efficiency and reliability, Sure fully recognises how concern about personal hygiene can badly dent self-esteem and wreck any semblance of confidence. With a few handy confidence tricks up your sleeve, you will always be able to adopt a positive approach to

the challenges of life. You must also be able to put a positive spin on negative thoughts and insecure feelings whenever they appear. Everyone has their ups and downs and bouts of insecurity. Keep this in mind whenever you feel lacking in confidence. Put into action a few of the Sure confidence tricks (see Sure confidence tips box) and we guarantee you'll feel more confident in an instant.

To help work out your own confidence levels, Sure has put together the following easy quiz. Just tick a, b or c against each question, work out which letter you have the most ticks against and then check out your confidence type.

#### *A true test of confidence*

**1** How do you feel about parties? Do you

- a) Love the chance to have fun and meet new people
- b) Feel a little nervous before fully relaxing
- c) Hate being in a large group environment

**2** How confident do you feel about returning shoddy goods?

- a) You have no qualms about stating your case
- b) You don't really like to make a fuss but will still stand up for your rights
- c) You bottle out because you don't like to make a scene

**3** A major company meeting is coming up where you know everyone will be asked their opinion? How do you feel?

- a) You look forward to voicing your contribution
- b) You hope you won't look a fool in front of your colleagues
- c) You're so scared you decide to call in sick.



**New Sure 24 hour intensive gives round the clock protection from wetness and odour. Ideal for people with a fast-paced approach to life**

#### **Sure tips for confidence**

##### **DO:**

- Smile and look confident
- Believe in yourself
- Dress to suit your own personality and style
- Keep fit and healthy
- Maintain your cool with Sure Deodorants

##### **DON'T:**

- Take yourself too seriously
- Be afraid to express your personal views
- Worry excessively about what people think
- Let others talk you out of what you believe

**4** You're faced with an irate customer who refuses to see sense? What do you do?

- a) Maintain your cool, talk calmly and reach a mutually agreeable solution?
- b) You feel unnerved and get overly aggressive
- c) You don't feel able to handle the situation and bring in your supervisor

**5** You're asked to represent your company at an industry reception where you don't know anyone else attending. What do you do when you get there?

- a) Make an effort to be outgoing and introduce

yourself to the key players

- b) Feel nervous at first but determine to make a good impression
- c) You act like a bit of a wallflower and escape as soon as you can.

**6** One of your colleagues is in trouble with her boss at work but you know she is in the right. Do you:

- a) Ask for five minutes with your colleague's boss and outline calmly and factually why you think your colleague's case should be considered
- b) Stand up for your colleague's cause but in an aggressive and forthright manner
- c) You know your

colleague is right but lack the confidence to support her

**7** You plan to go and see a film with a friend who drops out at the last moment. Do you:

- a) Go alone
- b) Feel stupid by yourself but still go
- c) Stay at home rather than look friendless in front of strangers

**What confidence type are you?**

#### **Type A**

One of life's super-confident types, you are a natural communicator and performer. Outgoing and cool in a crisis and under stress, you know what you want and how to get it without appearing too aggressive. Sure 24 Hour Intensive will keep up with your fast-paced approach to life and help maintain your cool.

#### **Type B**

Although confident on the surface, you still have your anxious moments and quake a little in demanding circumstances. You like your quiet times as well as hectic social situations. Stop worrying so much and plunge yourself headlong into life's mad whirl and you'll soon find that you gain greater confidence. Keep Sure Body Responsive to hand to match your mood and you won't look back.

#### **Type C**

You appear to be a sensitive and gentle type, but actually you're quietly confident. Type C women will appreciate Sure Sensitive, created to be tough on perspiration to give you that extra confidence, but gentle on the skin - so gentle in fact that you can apply it immediately after shaving.

# Reprimand for sloppy record-keeping

The owner of a pharmacy could not account for over 5,000 temazepam tablets, a disciplinary hearing heard last week.

Ronald Singer, proprietor of R Singer Chemists of Cricklewood, London, failed to keep records for the supply and sale of temazepam, a Controlled Drug under the Misuse of Drugs Act.

Similarly accused is his superintendent pharmacist, Ivan Colover of Willesden, London.

Josselyn Hill, for the

Royal Pharmaceutical Society, told the Statutory Committee that: "Inquiries were started as a result of an allegation that unlawful supplies were being made from the pharmacy."

On December 8, 1992, two Society inspectors interviewed both men about the allegations. They claimed not to know anything, and denied making wholesale supplies to Dr John Brook, a Hampstead general practitioner.

The inspectors discovered that between June, 1991, and December, 1992, 5,412 temazepam 10mg tablets and a further 290 20mg tablets could not be accounted for.

Mr Colover said the supplies to Dr Brook were dealt with in such a way that they were put down as 'prescriptions' for named clients when, in fact, the doctor had not issued any prescriptions.

Mr Singer told the hearing he felt he had no rea-

son to count how many temazepam tablets were supplied to Dr Brook. He made \$14,000 a year from his business with the doctor and accepted that he avoided pressing him to write out prescriptions because he did not want to upset the account.

Mr Colover said the pharmacy policy was now to get prescriptions from Dr Brook and all Controlled Drugs sales were now logged.

Offering the Committee references on behalf

of both men, their lawyer, Dr David Reissner, said neither Mr Singer nor Mr Colover had ever been in trouble before.

Committee chairman Gary Flather QC said: "Temazepam is a drug which is much abused and has a High Street value. We are interested to see that this drug is effectively controlled."

He said both men were guilty of misconduct, but that the Committee had decided to reprimand them.

## Emigré not re-instated

A pharmacist, who employed another man when he was not on the Pharmaceutical Register because of non-payment of fees, has been struck off, despite his retirement and emigration to America. He has three months to appeal.

Navinchandra Patel, a former director of Large & Teague, of New Cross, London, had denied, but had been convicted of, supplying a medicinal product without authority, and on three occasions contravening regulations under the Misuse

of Drugs Act. He had been fined \$2,500 at Middlesex Guildhall Crown Court.

The decision to strike Mr Patel off was made at a resumed hearing recently. Previously, the Committee had heard how Mr Patel employed Marlon Banda of Peckham, London.

However, Mr Banda's name was erased from

the Register for non-payment of fees in May, 1992, and he was not registered in November, 1994.

"Mr Patel seems to have held out Mr Banda as his superintendent and the pharmacist in charge at his premises," Josselyn Hill, for the Royal Pharmaceutical Society, told the Committee.

Mr Patel said that as he had gone on holiday, the

failure to have a replacement pharmacist was Mr Banda's responsibility.

Mr Banda was also fined \$200 with \$833 costs at Middlesex Guildhall Crown Court for unlawfully supplying a medicinal product and contravening the MDA.

The case against the company was adjourned for 12 months, as it is under new management.

### CHEMEX CORNER

## Big names for big occasions

**CHEMEX**  
EXHIBITION

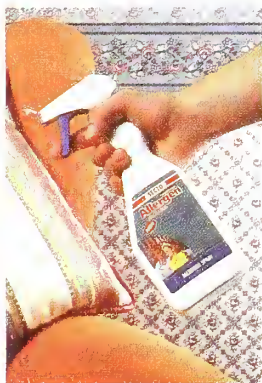
Chemex (September 3-4) is fast approaching, and with 150 exhibitors now booked in for the show, it's going to be an occasion you can't afford to miss. With big-name companies, including Warner Wellcome, Smithkline Beecham, Pfizer Healthcare and Crookes Healthcare, together with the biggest international contingent to date, there promises to be something for everyone.

If you're coming to the show, don't forget about the new pre-registration scheme, which allows you to get all the paperwork done before you arrive. To register, just call 01304 614644, your details will be taken and your registration card forwarded to you.

As well as a huge number of product launches at Chemex, as you'd

expect, there'll be plenty of competitions to enter and lots of special discounts for visitors who place orders at the show. Here's just a taste ...

● Health Perception is inviting you to test your memory on the Seredrin computer. The winner gets a gold necklace or tie-pin, plus a case of Seredrin supplement.



Patent-pending Allergen

● Vitabiotics is offering free stock to pharmacists who order six or 12 units at the show.

● Put your golfing skills to the test on the Pfizer stand in a mini golf putting tournament - there are some tantalising prizes on offer. And if you place an order for ten or more cases of Pfizer products at the show, you'll get \$45 of Migraleve stock, a gift and a \$5 Marks & Spencer voucher.

● You could win a week-end of pampering at a health spa, worth \$500, when you visit Cedar Health.

● Pick up some bargains on the Academica stand, where there will be reduced prices on end of line and discontinued drug jars and pots.

● Visit Collection 2000 and enter a competition.

● Maddox will give you a gold-plated bracelet, \$25.95, with every Sabona bracelet starter pack order placed at the show. If you order Maddox Readers at Chemex, the company will give you a 10 per cent discount, while orders placed for the Body System natural loofah special offer pack will get a free display basket.

● Thinking of installing or updating your EPoS system? If you place an order at the Positive Solutions' stand, you'll get a \$500 discount.

● Secto is launching two new products at the show - Secto Allergen Control and Dustmite Control. A patent has been applied for the allergen control product. Both products are ready to use trigger



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sprays with non-stain formulas which will not affect materials and are water safe.

● A new collection of Ulti Mam Soothers featuring Christmas designs will be launched at the show. This winter collection will be available with other Mam soothers in a display unit comprising 8 x Mini Mam Soothers, 8 x Classic Mam Soothers and 12 x Ulti Mam Christmas Soothers. The Chemex deal has a price of \$40.74 (plus free Ulti Mam Soothers).

# Time after time

**Many pharmacy contractors put more than 60 hours a week into their businesses. Most of them would like to extend their role to providing new services, but feel that they haven't got the time – or have they? In this seventh article in the Mr Whitecoat series, Terry Maguire looks at how to apply some simple time management skills to your operation**

In a recent survey, I found that pharmacists, on average, spend around 90 per cent of their time in the physical aspects of dispensing – counting tablets, pouring liquids, typing labels and bagging completed prescriptions.

Only 3 per cent of their time was spent talking to customers. Much of their administration – PAYE, VAT, etc – was done after hours. Why don't you take a few minutes to consider what you do during the day.

Failure to carry out a task correctly will mean spending more time sorting out the problem later. This is a trait of the workaholic, who manufactures crises so that he or she can spend time sorting them out – this gives them great satisfaction. We should not be obsessed with getting everything 100 per cent right, 95 per cent is usually sufficient for most things.

## Time-saving tips

Mr Whitecoat must recognise that time can be saved from his day to day activities. He should set guidelines on the time that he spends at work and he should manage time rather than let time manage him.

For example, he may decide that he is only going to work from 9.00am-6.00pm and not take any work home. He therefore needs to find time to do the work that beforehand he took home. The following are a list of suggestions for saving time.

**1 Delegation** Training staff to take on clearly defined aspects of dispensing will be the most beneficial time-saver for Mr Whitecoat. Confident that staff have been trained to a suitable level of competence, he can be

sure that the dispensing process will be safe. Most of us find it difficult to do this.

**2 Ignore the telephone** The telephone demands our attention when it rings and seems to take priority over all other work. Do not answer the telephone yourself, delegate this role to staff. If they can successfully deal with the telephone query, then your time will be saved.

If you would rather not let them on the telephone, then perhaps you shouldn't have employed them.

### 3 Restrict access to yourself

The pharmacist is the most accessible member of the primary healthcare team and Mr Whitecoat must be accessible to all customers. However, you should make it clear to staff and to company representatives that they will not have access to you all the time. Allowing an 'open door' policy will ensure constant interruptions to the task you are currently working on.

You set the schedule and once set make a polite policy of sticking to it. If you say 'no reps' in the

afternoon, you should work that way.

Don't spend time socialising with customers. Spend enough time to deal with their problems, but learn how to finish conversations without causing offence.

**4 Create a time-saving culture** Well trained and motivated staff work much more efficiently and are more amenable to saving your time.

For example, Mr Whitecoat finds that he must deliver a medicine after work – this will mean a half an hour late getting home.

One of his staff lives a short distance away from this address and if Mr Whitecoat has a good currency with her, asking her to do the delivery would be greeted positively. If she is less than sympathetic with Mr Whitecoat, then she is likely to have an excuse why she can't do it.

**5 Prioritise** It is important to keep an up to date list of what you have to do. This work list should be prioritised into:

- work that needs to be done sooner rather than later, for example VAT returns
- work that is important, but is not urgent, for example introducing a new line in herbal medicines
- work that is neither important nor urgent.

Such a list shows you which tasks can be dropped if need be.

**6 Plan work** Mostly you know the busiest times of your working day and you know that there will be a small number of time windows in which work might be done. Plan daily the work you hope to achieve. Be realistic and try to achieve your plan. If you do not succeed, assess why not.

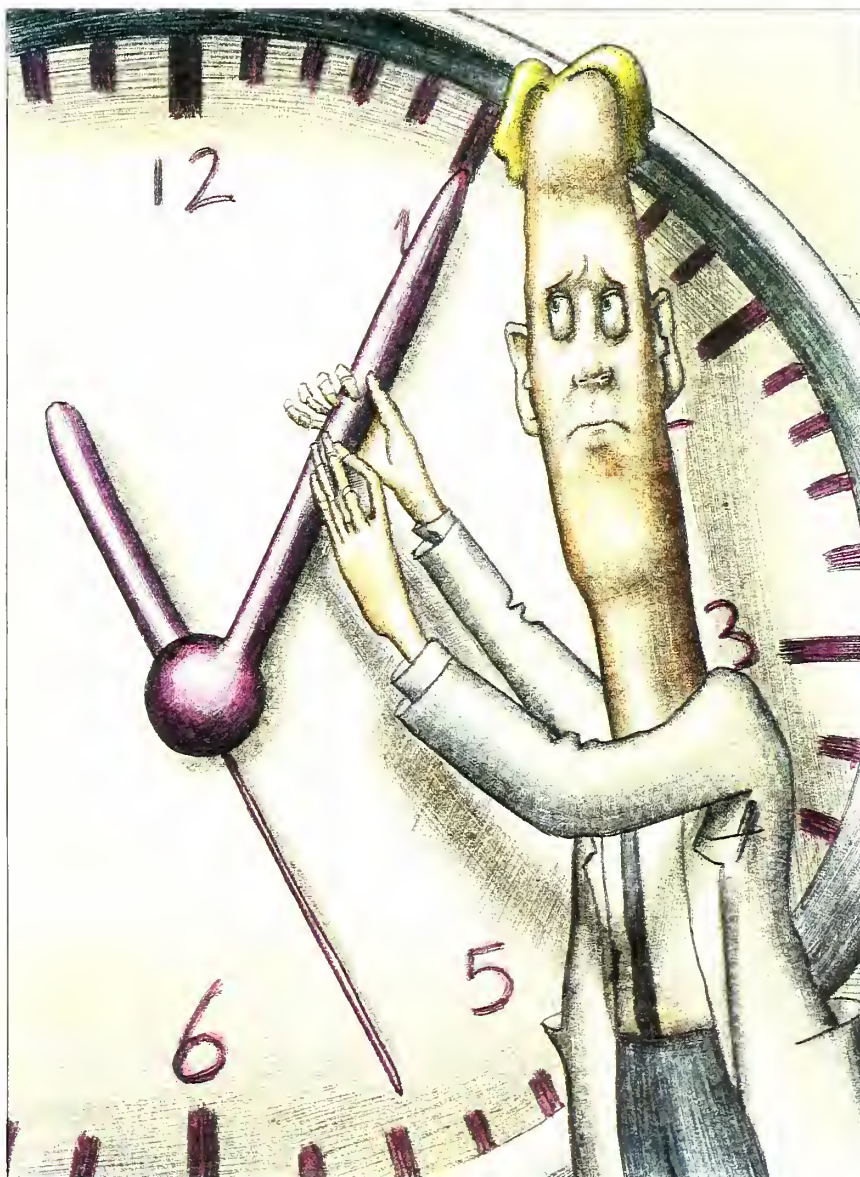
**7 Efficient retrieval system** So much of our time is wasted searching for a lost form or letter. It is important to deal with each item completely at one sitting. This will be dependent on us having all the necessary materials/information to hand, and this is only possible when we have an efficient retrieval system. For example, we are in dispute with the local authority over refuse collection. We need quick access to their correspondence.

A simple correspondence file, where letters are inserted as they are received, allows us to quickly identify a letter.

If we are working on a bigger project, such as a refit, then we need to set up a single file so that all correspondence can be kept together. A telephone book listing all calls received will allow easy access to what was discussed.

Finally, remember that all management is time management and it is much too valuable to be mismanaged.

*Terry Maguire is a community pharmacist in Belfast and is co-ordinator of the Diploma/MSc in community pharmacy, The Queen's University of Belfast.*



# SB's new drugs cure Tagamet ills

Smithkline Beecham's second quarter figures showed that declining Tagamet sales (down 58 per cent to £73 million) were offset by the continued growth (up 43 per cent to £248m) of new products.

Worldwide sales of the anti-depressant Seroxat rose 49 per cent. Sales for Kytril, the anti-emetic for cancer patients, climbed 92 per cent, bolstered by a strong US performance.

Hepatitis A vaccine Havrix had

a sales increase of 82 per cent and antiviral product Famvir's UK market share grew to 41 per cent in May.

However, sales of Relafen, an arthritis treatment, fell 12 per cent as a result of heavy stocking by US wholesalers in the previous quarter.

Consumer Healthcare sales grew 35 per cent and trading profits were up 54 per cent, driven to a degree by the acquisition of Sterling Healthcare, which

showed a 41 per cent sales growth in Europe and 118 per cent in international markets.

Sterling's analgesic, Panadol, is now SB's largest over the counter medicine. Tagamet HB, a lower-strength form for the treatment of heartburn, will be introduced as an OTC in the US in the third quarter.

Overall pre-tax profits increased only 3 per cent, after higher interest expenses due to the Sterling and Diversified

acquisitions. Sales climbed 12 per cent to \$1.64 billion.

Chief executive Jan Leschly says the effect of Tagamet's loss of patent "is now behind us and we are extending the value of the asset by offering Tagamet in over the counter formulations".

The company's pre-tax profits for the half year to June – up 82 per cent to \$1.17bn – were boosted by the hiving off of its animal health business to Pfizer in January.

## UK static

UK pharmacy drug sales rose 9 per cent to \$2.5 billion in the year to May, relatively unchanged from a year ago. CNS drugs were the top performers with sales up 13 per cent to \$352 million, compared with a 2 per cent growth last year.

## PAGB to Spain

The Proprietary Association of Great Britain will address the issue that OTC advertising fails to communicate the key role of the pharmacist at a workshop at Numark's Barcelona conference in October. Hosted by PAGB's Alison Wilson, the workshop is called 'Advertising – pharmacist recommendation is not enough'.

## Zeneca invests

Zeneca will invest £23 million in development at its Macclesfield site to meet the needs of its new drugs programme. Around £19m of this will fund facilities to produce bulk drugs.

## VSA briefing

Retailers were updated on a recent report on volatile substance abuse (VSA) at the first meeting of the Retailers Liaison Group, set up by the British Aerosol Manufacturers' Association. The report, by the Advisory Council on the Misuse of Drugs, suggested voluntary changes to packaging of products which are liable to abuse.

## CPP in Scotland

The College of Pharmacy Practice is organising a professional meeting for its Scottish members on August 21 at the Royal College of Physicians and Surgeons, 242 St Vincent's Street, Glasgow. Further information from Graham Conkie on 0141 211 2000.

# Own-brands lead retailers through gloomy '90s

Own-brands and discounting are predicted to drive retailers through a gloomy trading environment lasting for the rest of the decade.

Although retailing and consumer spending is expected to improve towards the end of the year and through to most of next, the upturn is down to Government pre-election bribes rather than economics, according to research group Verdict.

Adjusting for inflation, spending is forecast to grow by 10.6 per cent over the next five years, compared with the 5.7 per cent rise of the past five years.

Health and beauty is expected to hold up over the next two to three years with a volume growth of 2.5-3 per cent per annum and a sales growth of 7-7.5 per cent. "This sector has shown a consistent growth in the last ten years, even in recession, and is not subject to wild fluctuations," says Verdict's Richard Perks.

Own-brands will flourish over the medium-term because of the associated lower production and marketing costs, and enhanced profit margins. Health and beauty in particular are expected to see growth in own-label products, especially by grocers.

Although there is scope for own-labels for independent pharmacy wholesalers, building own-brand loyalty is more difficult because of the risk of producing 'me-too' goods at the bottom end of the market.

However, the development of own-brands could trigger price discounting by the superstores, particularly in the baby care, health and beauty sectors. More aggressive advertising by branded manufacturers may also be adopted, which could marginalise the position of secondary brands.

'Retail Demand 1999' (\$950) is published by Verdict Research, tel: 0171 404 504.

# More jobs on the line at GW

Glaxo Wellcome's next stage in its rationalisation plans again favours a Glaxo site, with the announcement that Zebulon in North Carolina, US, will be the centre for the production of prescription medicines.

Around 1,000 jobs will go from Wellcome's former US manufacturing site in Greenville, North Carolina, where the production of prescription medicines will be phased out over five years.

GW says: "It is not anticipated that a significant number of employees will be located to other Glaxo Wellcome sites."

Over the counter medicines will continue to be made at the site, but production of prescription products – which includes the manufacture of prescription tablets and ointments – will be transferred to other sites around the world in the next five years. Last month, the company confirmed that Wellcome's historic research laboratory in Beckenham is to close over three years.

● The Wellcome Trust, which made \$2.45 billion from the Glaxo Wellcome deal, has acquired 54 acres of central London for \$280 million.



**Healthcare Alliance crew (l-r): Mary Lloyd, Lisa Bradley, Vicki Johns and Annette d'Abreo**

## Alliance to boost product range

Foreign and domestic healthcare companies which want to bring new products to the attention of retail pharmacists now have the option of using a new healthcare marketing alliance.

The Healthcare Alliance, said to be the first of its kind in the UK, is an informal agreement between brokerage and healthcare management company Ceuta; advertising agency PTK; Pegasus, a public relations company; and market intelligence outfit Lime Street.

Launched on August 1, its first ports of call will be foreign trade boards, where it will hold presentations for companies that want to launch ethical and OTC products onto the UK market.

"The alliance aims to bring a broader range of products to the retail pharmacy," says Vicki John, client services director of PTK. "We are also offering a one-stop shop as a network of non-competing specialists." Companies are offered a "menu-driven package", where they can pick and choose the services they need.

Alliance members have already worked together to launch Mariana, a New Zealand brand of depilatory products, in the UK.

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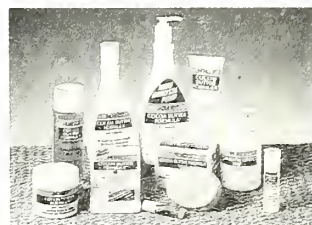
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# ABOUT people

## In-store library idea scoops award

Cheshire pharmacist Michael Johnson, who set up and piloted in-store pharmacy libraries, has received an Innovations in Practice award in the community care category from the National Association of Health Authorities & Trusts.

The awards, sponsored by NAHAT and the business services group Hays, recognise schemes which have improved efficiency and services for NHS patients.

Mr Johnson set up a library almost three years ago in Stalybridge's Kenyon Pharmacy, where he is superintendent, and then piloted it in 12 volunteer pharmacies in Lancashire and Cheshire.

The award was presented at this year's NAHAT annual general meeting in Glasgow, with a \$1,875 grant to follow.

"I am very pleased the other volunteer pharmacies got recog-



Michael Johnson (right) receiving his award from Mark Mitchell, sales director of Hays

nised and was proud to have put the profession forward," says Mr Johnson.

He has now developed Infopharm, an 'off the peg' pack-

age for other pharmacists interested in setting up similar libraries, at \$30 a quarter. Details from Mr Johnson on 01457 872029.



Graham Thomas from Graham Thomas Pharmacy in Scarborough is taking his wife to Derbyshire for the weekend to celebrate their 17th wedding anniversary and winning the 'Promote Pharmacy' window display competition organised by North Yorkshire Local Pharmaceutical Committee. LPC secretary Jeffrey Thornton presented the prize of £200 in hotel vouchers and a £100 cheque

## Island pharmacist elected Rotary Club president

Pharmacist Clive Davies has been elected Rotary Club president of the Island and Royal Manor of Portland.

Mr Davies, together with his pharmacist wife, Ruth, runs the island's only two pharmacies, Saints Chemist and C & R Davies, along with another pharmacy in Weymouth.

The Rotary Club originally invited Mr Davies to join 14 years ago because of his position as a pharmacist within the community. He has been vice president

and president-elect over the last two years.

Mr Davies says juggling his role as president and pharmacist needs some fine tuning. "It's a responsibility consolidating the efforts of other people in the club and it can be a lot of paperwork."

His main aim is to look into the void in jobs caused by the Royal Navy pulling out of the island.

His branch also has close links with a pharmacy in Vire in northern France and exchange visits between the two are common.

## Byers guide to charity

Andy Byers' Cotswold pharmacy recently doubled up as host to a charity sale to raise money for Brasov Hospital in Romania.

Mr Byers, who is chairman of the North Cotswold Round Table, was approached by the Ladies Circle to host the charity sale of medical equipment and baby goods at Byers' Pharmacy

situated in Moreton-in-Marsh.

The shop window was decorated to draw customers' attention to the sale.

"They appreciate being able to do something. They see the programmes on television, but no one gets down to doing anything about it," says Mr Byers.

The sale raised \$300.

## Blenkinsopp returns to academic research

Dr Alison Blenkinsopp is on the move to Keele University from her current position as director of the Centre for Pharmacy Postgraduate Education.

She is taking up a senior lecturer's position in the autumn at the department of pharmacy policy and practice, headed up by Professor Rhona Panton. Ms Blenkinsopp's official title will be director of education and research.

Dr Blenkinsopp commented this week: "The four years I have spent establishing the CPPE have been extremely satisfying and challenging. However, my strong interest in research has led me to seek a return to a more direct involvement in academic pharmacy practice."

Key areas she will be developing at Keele University include research on patient education, and on evidence-based practice in the NHS.



Alison Blenkinsopp: on the move

## APPOINTMENTS

Tambrands has appointed **Michele Jobling** as vice president of sales and marketing for the UK and Ireland; **Peter Stephenson** as vice president of the international division of consumer and public affairs; and **Simon Thorpe** as marketing director for the UK and Ireland.

Cortecs has promoted its director of research and development, **Dr Leonard Brook-es**, onto the board.

**Professor Harrison Spencer** is the new Dean of the London School of Hygiene & Tropical Medicine.



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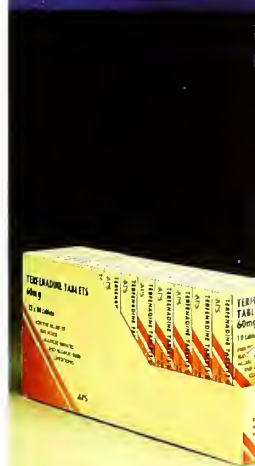
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